

## **Table of Contents**

<b>Introduction</b>	<b>p 2</b>
<b>Birthlight Course Structure</b>	<b>p 3</b>
<b>Birthlight Membership</b>	<b>p 6</b>
<b>Presentation of Birthlight</b>	<b>p 12</b>
<b>Birthlight Care Sure Insurance Scheme</b>	<b>p 14</b>
<b>Guide to the Birthlight Web Resources</b>	<b>p 15</b>
<b>Contacting Birthlight</b>	<b>p 30</b>
<b>Payments to Birthlight</b>	<b>p 31</b>

## Introduction

Welcome to training with Birthlight.

As the founder of Birthlight, I have been inspired both by my experience of living with forest people in the Amazon region of Peru and by my research background in medical anthropology, and most of all, by being a mother to four children. There are now 20 Birthlight training tutors and over 1500 certified teachers, who make their own contributions to the further development of Birthlight. In a nutshell, our mission is to promote well-being in the transition to parenthood. We do this by transferring simple and effective skills to parents to be and new parents with their babies in five areas of teaching unified within a comprehensive training structure.

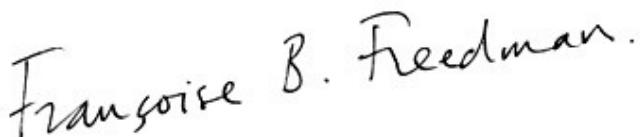
The practical and experiential contents of the Birthlight courses are given great importance. The tradition of yoga, that has spread worldwide from India as a holistic discipline, provides a base for many of the practices taught in Birthlight courses, whether on dry land or in water. Course contents have been selected, developed and carefully tested over time; we value most of all simplicity backed by scientific research. Whenever possible, practices are evidence based.

The integration of theory and hands-on practice in training courses is the hallmark of Birthlight.

Every birth and every baby are unique. At Birthlight we also value the individuality and personal fulfilment of each teacher. We have deliberately created a network of members rather than a franchise. This however can only work if we remain bound by common values. The Trustees of Birthlight uphold these values in the provision of training courses, classes open to members of the public and educational materials that relate to the objectives of the Trust. Birthlight Teaching Ltd is the trading arm of the Birthlight trust in the capacity of training provider; profits from courses are ploughed back into the Trust. A board of trustees oversees achievements and strategies on a regular basis.

Creating community is something we at Birthlight do at all levels in many different ways, from local support groups to international e-groups. The Birthlight website and Facebook groups are a great tool for sharing information, discussion and you can also make yourself known as a certified teacher via the website. This guide aims to take you through the steps of accessing and taking part in the Birthlight network.

The Birthlight Trust (Registered Charity No 1088207) is a company limited by guarantee (No 04026959); Its registered office in the United Kingdom is at 115c, Milton Road, Cambridge CB4 1XE

A handwritten signature in black ink that reads "Françoise B. Freedman". The signature is fluid and cursive, with "Françoise" on the first line and "B. Freedman" on the second line.

**Françoise Barbira Freedman**

***Founder/Director of Birthlight***

## **Birthlight Course Structure**

### **Birthlight Teaching Areas**

Our courses extend from conception to the end of the third year, mirroring the Birthlight vision of the continuity of support throughout the reproductive process and into early years,

We offer courses in 5 teaching areas with a unified training structure. Our courses include;

#### **Practices on land - Perinatal Yoga, Baby Yoga, Well Woman Yoga Practices in water - Baby Swimming, Aqua Yoga**

The Birthlight teaching areas are as follows:

- Perinatal Yoga - Pregnancy Yoga, Postnatal Yoga, Birth Preparation, Yoga for Maternity, VBAC
- Baby Yoga - Baby Yoga, Nurturing Baby Massage, Toddler Yoga, Special Baby Yoga
- Well Woman Yoga - Fertility Yoga, Yoga For Pelvic Health
- Birthlight Aqua Yoga - Prenatal Aquayoga, Postnatal Aquayoga, Therapeutic Aquayoga
- Birthlight Baby Swimming - Baby Swimming, Toddler Swimming, Special Baby Swimming

### **Training structure**

The Birthlight training structure consists of three certified levels of training for teachers:

1. Core Training Courses; resulting in qualification as Birthlight Certified Teacher Level 1.
2. Plus Courses; resulting in qualification as Birthlight Certified Teacher Level 2
3. Modular Courses; holders of the Level 2 Birthlight Certified Teacher qualification can access the level 3 of Birthlight Practitioner after completing two complementary modules.

After two years teaching experience, Birthlight Certified Teachers are entitled to enrol for Tutor Training in order to become qualified to train teachers.

We have a Continuous Personal Development (CPD) programme in all teaching areas. Birthlight offers regular short courses and study days that allow Certified Teachers to keep expanding their professional skills and uphold their qualifications on a regular basis.

### **Accreditation**

Our aim is for all courses to be fully accredited with both national and international accreditation boards whenever possible. The unique configuration of Birthlight and the pioneering of novel teaching areas have implied crossing the boundaries between yoga and childbirth education, yoga and early years health education, baby swimming and water parenting, aquacise and yoga.

While we appreciate the value that Health and Fitness sector qualifications provide for teachers, we are not prepared to compromise the quality of our trainings for the sake of basic accreditations. Some of our courses require previous recognised qualifications for entry. Our high standards and achievements have resulted in international acclaim of Birthlight courses in all teaching areas. The association of the Birthlight label with 'quality teaching' is something that we all work for within the Birthlight network.

Birthlight Perinatal Yoga and Well Woman yoga courses have been accredited with the Yoga Biomedical Trust since the 1990s. In 2009 Birthlight became a Professional Association that can nominate practitioners for membership of the Complementary and Natural Healthcare Council (CNHC). Birthing Lightly (now Yoga for Maternity) received accreditation from the Royal College of Midwives in the UK in 2010.

The teachings of Birthlight are informed by members of the scientific advisory board of the Birthlight Trust, which include NHS Consultants, professors of midwifery, authoritative health professionals and academics working in related fields.

## **Birthlight training and assessment**

All Core Training courses include a solid base in anatomy and physiology, taught in relation to practical teachings with integrated learning outcomes. Some courses include a pre-reading module in Anatomy and Physiology for applicants who have not acquired foundation knowledge through previous professional qualifications, particularly in relation to pregnancy and to babies.

Some courses require applicants to have a previous yoga teaching qualification and others require a basic swimming teacher or life-saving qualifications. Applicants to Birthlight courses are generally expected to have an interest in the practice and philosophy of yoga even if they are not experienced practitioners or qualified yoga teachers.

In each teaching area, the Core Training Course (level 1) is a three day course that imparts both theoretical and practical knowledge. Birthlight training attributes a high value to experiential knowledge necessary to impart bodywork techniques safely and correctly. For this reason all courses are assessed through Practical Assessments in a group situation, either by the course tutor or by an external examiner in the case of some accredited courses that require external assessment. The creation of a positive learning atmosphere in which everyone can give and take constructive criticism, as well as praise, is an important component of all Birthlight courses.

All Birthlight tutors assess courses with the same criteria and refer to peer reviewers in the (extremely rare) case of students who fail to obtain a pass grade on their course. A procedure is in place to support students to re-take their assessment at a further date. In order to allow course participants to fully engage in training without the pressure of written tests, the assimilation of theoretical knowledge is assessed through comprehensive worksheets completed after the courses.

This is followed by home coursework that consists of a practical case-study over 4 weeks, a class observation and feedback from a mentor. The completion of course assignments is an important time for putting into practice the contents of the Core Training Course and to develop personal teaching experience through observing and documenting individual situations.

Students are encouraged to complete their course work within 6 months of completing their Core Training Course. Those who do not complete their course assignments within 1 year are penalised with an additional marking fee. Those who do not complete their course assignments within 2 years need to retake the Core Training Course at a cost to be defined by the course organiser.

**Trainees should not earn money from classes until completing coursework and receiving their Birthlight Certified Teacher (Level 1) qualification. Trainees however can cover venue costs and expenses involved in their case studies.**

Students are not considered as fully qualified Birthlight teachers until the mandatory coursework has been completed marked and they have received their certificate.

Perinatal Yoga, Well Woman Yoga and Baby Swimming are all courses divided into 2 parts. Students must have completed all coursework to a satisfactory level, attend part 2 and pass the practical assessment taken during the part 2 course in order to receive their teaching diploma and be considered a qualified Birthlight teacher.

Baby Yoga Level 1, Baby Yoga Level 2, Aqua Yoga Level 1, Aqua Yoga Level 2, Birthlight Yoga for Maternity Health Professionals Level 1, Birthlight Yoga for Maternity Health Professionals Level 2, Postnatal Yoga, Nurturing Baby Massage, Fertility Yoga, Toddler Yoga and Toddler

Swimming teacher qualifications are received once the relevant coursework and practical assessment for the said course has been completed to a satisfactory level.

The PLUS Courses (Level 2 Birthlight Certified Teacher qualification) are two-day courses that expand on teachings imparted at level 1.

Birthlight Practitioner (level 3) is the most comprehensive teaching qualification recognised by Birthlight after completion of two Modules complementing the Level 2 Birthlight Teacher Qualification.

Tutor training involves a progression of shadowing and assisting on courses and personal written work over a two year period. Tutors are assessed by a panel involving two Birthlight tutors and an external assessor.

At Birthlight, we give special attention to individual needs as well as to group dynamics. For this reason we encourage a mentoring scheme through which trainees can receive informal constructive feedback from peers and from more experienced teachers in their area. All trainees have access to a vast knowledge base that has been constructed through the Birthlight training portals, help-lines and internet discussion forums.

All Birthlight courses include training with volunteering guests and babies (where appropriate). Early instruction on the Baby Yoga Course and the Baby Swimming Course is done with training dolls. We positively welcome parents who wish to train with their own babies provided that the babies are not disruptive to others on the course. For this reason we ask parents with babies on courses to have back up help to care for their babies while attending the courses, should this be necessary.

## **Modules, Short Courses and Study Days**

All modules complement the Core Training Courses in each teaching area and impart additional skills that build on the contents of Core Training. All modules and short courses are tutor assessed with a practical assessment in a group situation at the end of the course.

Course assignments are uniform for all modules, consisting of a worksheet, a case-study, class observations and a book or DVD review to be completed after attending the module course. Completion of Modules and Short Courses result in a Birthlight Certificate of competence for teaching the specific skills covered (for example Postnatal Yoga or Toddler Yoga).

Some of the Birthlight modules are open as stand-alone courses to professionals who have gained qualifications in the teaching area with another recognised training school and who wish to enhance their skills with Birthlight techniques without enrolling in Core Training Courses.

Study days do not involve either assessment or coursework. Birthlight teachers who participate in Study Days receive CPD certificates. Participants external to the Birthlight training structure receive a certificate of attendance.

## **Apprenticeship Route to Birthlight Qualification**

In keeping with the several thousand year old yoga tradition, Birthlight also offers an 'apprenticeship route' in which a trainee works alongside a qualified teacher until the teacher feels that the student is ready to take her or his practical assessment and prepare case-studies and coursework for the Certified Teacher qualification at Level 1. Apprentices are required to register with Birthlight and to be successfully assessed by another Birthlight Certified teacher than their mentor or by a tutor before they can obtain their full qualification.

## **E. Conflict resolution during courses**

If a dispute arises between a training tutor and a student, or between a teacher and an apprentice all efforts will be made to resolve it amicably. This will be done through arbitration within the network of Birthlight teachers and tutors, before resorting to Birthlight Trustees or other external arbitrators.

### **Birthlight Membership**

On application to Core Training Courses or Modules, you are required to enrol as a member of birthlight. The first year's membership fee is included in the price of Core Training Courses. Applicants to other courses can enjoy the benefits of Membership at a discounted rate of £35 for one year following their course, after which the full rate of membership at £55 applies to all members.

Your Membership Card will be either handed out to you during your course or sent to you directly.

### **Terms of Membership**

It is a condition of your teaching qualification that you agree to:

- Abide to birthlight membership rules (see 1 below)
- Follow our Terms of Membership for the Teaching and Promotion of Birthlight Classes (see 2 below)
- Follow our Code of Practice (see 3 below)
- Follow business rules as described by the Federation of Small businesses, of which birthlight is a member.
- Follow our training regulations (for example, a parent who train with her or his baby needs to have a helper willing to offer support. Non compliance may lead to exclusion of the parent and baby pair on request of other course participants)
- Follow the basic moral rules we adhere to (see 4 below)

Please note that in accordance with our philosophy of promoting wellbeing rather than maximising profit, birthlight has chosen not to work within the framework of a commercial franchise but instead engaging members in the ethos of 'social enterprise'. Our aim is to give members benefits similar to those of a franchise agreement at a very low cost while respecting the individuality of each teacher and 'walking our talk' as an organisation.

### **The Benefits of Membership**

#### **1. The Birthlight Website**

The birthlight website is fundamental to our organisation and is constantly being upgraded to give more benefit to members and develop the profile of birthlight in the UK and abroad.

##### **a. Members' Pages**

The Members' Pages include research articles, educational resources, teaching forms, birthlight logos and video clips that are passworded and accessible to members only.

##### **b. Discussion Forum & Chat Rooms**

Members have exclusive access to the on-line Birthlight Discussion Forum, benefiting from the expertise of all participants. Some areas of the Forum and some chat rooms are restricted to tutors. (see page 18)

##### **c. Teachers Listing & Find A Class features**

Members who are qualified as certified teachers at level 1 and level 2, and as Birthlight Practitioners at level 3 can list their contact details and classes on the birthlight website. Each level corresponds to distinctive listings.

#### **E-newsletter**

Discussion lines and relevant articles are brought together in a monthly e-newsletter for the benefit of all members.

#### **d. Birthlight Virtual Training Support**

Birthlight's new virtual training support environment using the Moodle open source software is designed to help and encourage you and your fellow course members to get the best possible experience following your course and support you through to your coursework and the first few months of your teaching. It contains resources to help you complete your coursework such as reading lists, model lesson plans, exemplar essays, video clips and songs

#### **e. Insurance**

All applicants to birthlight within the EU need to provide evidence of insurance in order to complete their courses. Applicants who do not have insurance are entitled to access the DSC Care Sure insurance scheme designed in consultation with birthlight for cover in the UK and the Republic of Ireland in all the six teaching areas of birthlight. For those wishing to teach Baby Yoga we also have a scheme with BGI Insurance which covers inversions.

If you wish to join the preferential scheme that birthlight has established with DSC for all teaching areas, **please contact DSC Insurance Services directly**: DSC Insurance Services, Swithins, Lodge Farm, Tilford Road, Farnham, Surrey GU9 8HU. Phone: 01252 735806. Website: [www.dsc-strand.co.u](http://www.dsc-strand.co.u) or BGI Insurance: 01367 246133.

If you do not have insurance and do not wish to be insured through DSC Insurance Services, please make your own arrangements to obtain insurance as soon as possible after completing your birthlight course. **We need to receive evidence of your insurance certificate** in order to register your membership. You can send us your insurance certificate by post (P.O. Box 148, Cambridge CB4 2GB); by email as a scan ([enquiries@birthlight.com](mailto:enquiries@birthlight.com)) or by fax (00 44 1223 362501).

Please make sure that you have carefully read all the terms and conditions of your insurance policy before starting your practice. Thank you. This is particularly important for birthlight teachers and module certificate holders in New Baby Nurture and Baby Yoga.

#### **f. Data Protection**

Information supplied by all members that is not authorised for disclosure on the birthlight website will be retained on a database and will only be used within the terms of the Data Protection Act, with which birthlight is registered. The information will be used to improve our service to members and the public and for statistical purposes only.

### **2. The Birthlight Network**

Members benefit from the links and contacts that birthlight has established with national and international professional organisations all over the world. We are constantly expanding our links with guilds and professional associations relevant to all the areas of teaching of birthlight for the benefits of members. Annual Refresher Events and international conferences activate scientific links within the scientific community, allowing members of birthlight to have direct contact with eminent researchers and inspiring speakers.

### **3. Special Offers**

Birthlight members are given preferential access to all Birthlight events, courses and workshops open to the public. Special offers and discounts are constantly being negotiated with organisations and suppliers of merchandises for the benefit of members.

Members are entitled to 10% discount on all birthlight products and trader's discounts are available to members for bulk purchases (over 5 identical products).

### **Validity of membership**

Memberships are valid for one year. They are renewable in the month that students attended their first birthlight course.

Please note that access to the Birthlight Discussion Forum and Membership pages is only available to members who pay their annual fee. Birthlight reserves the right to cancel your access to services in case of non-payment.

During your course, you will be asked to fill in your Membership Declaration.

In the event that, that you wish to terminate your association with Birthlight within three months following your course, we will refund the Membership fee at once.

Trainees' classes cannot be listed as trainees are not supposed to teach on commercial terms before having fully qualified with Birthlight.

### **Terms of Membership for the Teaching and Promotion of Birthlight Classes**

Members must agree to follow the Birthlight Terms of Membership, Training Regulations and the Birthlight Code of Good Practice.

#### **Terms of Membership: Responsibilities and expectations**

- All Members must have appropriate professional insurance and be able to show evidence of their cover. Members who teach Infant Aquatics without being members of either STA (Swimming Teachers' Association) or ASA (Amateur Swimming Association) are encouraged to apply for insurance through the DSC Care Sure Insurance scheme.
- All Members working with young children not directly supervised by their parents or carers authorised by their parents must have a valid CRB check (Criminal Records Bureau) and obtain a CRB certificate to show that there is no known impediment to their working with children.
- Birthlight Members are responsible for teaching classes to the best of their ability and to the quality standards stipulated in each teaching area.
- Members are responsible for organising their own classes, including arranging the venue and handling payments.
- All Members must abide by the Data Protection Act 1998 with respect to the contact details of their clients
- Members must use the birthlight 'registered trade marks' (logo, font and format) to represent birthlight to the public (see 'The Presentation of Birthlight' below)
- Members must not misrepresent the nature of their relationship with birthlight. For example: students who have attended the core training course but have not obtained

their certification as teachers cannot advertise their services as 'Birthlight Certified Teachers'. Members are not employees of Birthlight. Members must not imply that non-birthlight activities which they carry out are provided or approved by birthlight.

- Members who are invited to appear in or contribute to any news media (e.g. a TV interview, or a newspaper article) must inform birthlight (see 'dealing with the news media' below)
- Any payment of fees or expenses to members by birthlight must be invoiced with receipts attached. Birthlight will only pay relevant expenses that have been agreed beforehand.

### **What Birthlight will offer**

- Birthlight will be responsible for developing courses, obtaining accreditation, arranging insurance for Members if they so desire. Research, development and organisation of the Birthlight Trust and of Birthlight Teaching Ltd are the responsibility of the Directors and Trustees of Birthlight.
- Birthlight will abide by The Data Protection Act 1998 with respect to all information supplied by members and will not disclose data about members to any external sources without their express written consent.
- Birthlight may contact all members by letter, fax, phone or email with information that may be relevant to them and facilitate contacts among members in their interest.
- Members will have access to the Benefits of Membership corresponding to their status as trainees, teachers, holders of module certificates and tutors.
- Members are entitled and warmly encouraged to use the birthlight name and logo in their business literature and advertising. Brochures, folders T-shirts and some stationery can be obtained from birthlight at cost.
- Members will benefit from preferential access to other birthlight courses. They can attend birthlight events at a discounted fee.
- Members will be offered discounts off bulk purchases of publications, DVDs, CD-ROMs and other products produced or sponsored by birthlight.
- Members will have access to support and exclusive discussion groups (web-based discussion forum) and will also benefit from the links and contacts between Birthlight and organisations or individuals.
- Members will be listed on the birthlight website with details of services offered (on the terms outlined above)

### **Training regulations:**

- Trainee Members have a duty to complete their coursework assignments within the set time limit, or see their insurance renewal refused.
- Members have a duty to comply with the CPD policy (Continuous Professional Development) defined by birthlight in accordance with the Qualification Control Agency's requirements and the Yoga Therapy Council's guidelines. CPD courses and events are offered each year, as much as possible, in all teaching areas of birthlight for the benefit of members. Teachers who do not meet CPD requirements in spite of reminders will have their membership suspended and may lose their qualification.

### **Arbitration**

In the event of the need for arbitration, this will be provided by a Birthlight Trustee and a selected panel of Members in the relevant area of teaching. Legal advice required for the

purpose of arbitration will be sought from Taylor & Vinters Cambridge, who act as lawyers for Birthlight.

## **Birthlight Code of Good Practice**

The following code is for all practitioners who work under birthlight's umbrella as a Birthlight Certified Teachers or Practitioners.

### **1. Responsibilities of the Practitioner**

- a. Practitioners must not:
  1. Act outside the legal framework of the Charity or do anything to prejudice Birthlight's charitable status.
  2. Act outside the FSB (Federation of Small Business) Good Business Code regarding relationships with competitors in the market place and the marketing of services and products.
  3. Act outside of the Roles and Responsibilities agreed between Birthlight members at all levels: Certified Teacher Level 1, Certified Teacher Level 2, Practitioner and Tutor.
  4. Undertake responsibilities that are not commensurate with their level of skills and competency.
- b. Practitioners should at all times monitor the limits of their own competence. Where these limits are reached, they must refer to others more able to help. Where a practitioner has become, through whatever means, unable to work effectively He/she should withdraw from work until such time as he/ she is able to work effectively again. The decision to withdraw from work should be notified to Birthlight in order to keep up to date registers.
- c. In accordance with the quality standards of Birthlight, under no circumstances should Birthlight classes exceed 20 women or 16 parent-infant pairs. Lower numbers of 10 women and 8 parent-infant pairs must be respected by trainee teachers or those taking further modules while preparing their case studies.

### **2. Relationship with client**

- a. Practitioners need to respect the dignity and worth of their clients as individual human beings, with a view to increasing the range of choices available to them and recognising the client's ability to take responsibility for the decisions she makes.
- b. Practitioners should recognise that clients may be in a vulnerable state and must not take inappropriate advantage of them at any time. To this effect, practitioners must ensure adequate communication takes place with the client and that the client is capable of placing appropriate value on the advice she is given.

### **3. Relationship with the medical profession**

- a. Birthlight seeks to work with the medical profession in the best interests of mother and baby. Birthlight encourages instructors and practitioners to work in harmonious collaboration with midwives and GPs, hospital or community care teams and also to be part of or create integrated health care networks in their areas.

### **4. Confidentiality**

- a. Confidentiality is intrinsic to good practice and is an ethical requirement. Information that is confidential includes the identity and personal details of the client, and any data that could lead a third party to infer what is confidential e.g. the name of the client.

- Where a practitioner has any doubts about the limits of confidentiality she/he should discuss this with a Birthlight tutor.
- b. The principle underlying the practice of confidentiality extends to not discussing clients with involved colleagues in a manner that trivialises the client or the work.
  - c. In extreme circumstances e.g. where a client's condition is causing concern, the practitioner should consult with a director of Birthlight or an appropriate member of the Board of Trustees and decide whether or not to communicate with the client's medical advisors. The practitioner must inform the client of these actions before confidence is broken.
  - d. Where a practitioner wishes to use specific information gained during work with a client (e.g. in a lecture/talk, publication or video), the patient's permission must be sought and, when desired, anonymity preserved.

## **5. Supply of products, preparations and information**

- a. Any preparations (herbal remedies, massage oils, tisanes etc.) used by practitioners in Birthlight classes must be obtained from a reputable source and supplied with proper instructions and information on contraindications.
- b. Any information or product supplied by birthlight practitioners to their clients in Birthlight classes must be of a professional standard and where applicable, checked with appropriate medical sources.
- c. All members of birthlight must respect copyrights, registered trade-marks and media rights if they use protected texts, images or music in their classes.
- d. In the case of conflict or litigation birthlight will not take responsibility for any products, preparations or information used by instructors and practitioners in their classes without previous formal endorsement by birthlight.

## **6. Health and Safety**

- a. The Directors of Birthlight are responsible for formulating a Health and Safety policy that all practising members should adhere to.

## **7. Insurance**

- a. All certified professionals working under the umbrella of birthlight need to ensure that their policy includes personal indemnity.
- b. Practitioner Insurance should be at an appropriate level and reassessed on an appropriately regular basis.
- c. Birthlight will not take responsibility or accept liability for instructors or practitioners in countries where they teach without personal indemnity insurance.

## **8. Termination of relationship**

- a. The Directors of birthlight have the duty to monitor the work of practitioners to ensure compliance with safety and/or quality standards. Evidence of breach of these standards may call for an immediate formal termination of Membership.
- b. Complaints and disputes will be handled in accordance with procedures established by the British Council of Yoga Therapy and arbitrated before resorting to legal resolutions.

- c. Birthlight will support Members who are involved in a public liability case in good faith but cannot take responsibility to support or protect Members who have been shown to deliberately damage birthlight's reputation and have incurred a public liability inquest.

## **9. Criminal prosecution**

- a. Practitioners have the duty to inform the Directors and the Trustees of Birthlight immediately if they are threatened with criminal prosecution or litigation in a civil court concerning professional practice.

## **Birthlight moral values**

- a. We do encourage the use of mentors, a long-standing tradition within yoga training from teacher to pupil, which integrates an altruistic component in our training programme: everyone receives while being trained and gives once trained.
- b. Contacting other professionals in one's area whether they are part of birthlight or not and being polite to them is in compliance with the business code, which recommends this as a desirable thing to do. Going one tiny step further and making friendly rather than merely polite contact is a yogic moral rule encouraged within the Birthlight code of Good Practice.

## **The Presentation of Birthlight**

### **1. Introduction**

The Charity Commission (which regulates the activities of all charities in the UK) says "A charity's name is precious. It is the means by which a charity is known and by which its reputation will be judged." Birthlight agrees with this statement. We consider it extremely important that the Birthlight name should be represented and used consistently and with a view to maintaining Birthlight's excellent reputation.

The word Birthlight, and the Birthlight cosmic egg logo gifted to Birthlight by the Indian painter Prafullah Mohanti, are registered trade marks of Birthlight in the United Kingdom and other countries.

While we support the personal development of teachers trained by Birthlight and do not make demands on them to identify themselves as Birthlight teachers, since we are not a franchise, we expect a public acknowledgement of training with Birthlight in the description of teaching areas that teachers offer to the public.

Members of Birthlight are entitled and encouraged to do the following:

- Describe themselves as a Birthlight Certified Teachers (Level 1 and Level 2), Birthlight Practitioners or Birthlight tutors, with the appropriate logos.
- Refer to Birthlight and its activities in their own promotional materials (for example, websites or leaflets).
- Use the birthlight logo and promote links with the birthlight website.

Members must not misrepresent the nature of their relationship with Birthlight. Members who explicitly misrepresent the nature of their relationship with birthlight will lose their membership and a public statement may be issued regarding this misrepresentation in order to protect the reputation of birthlight.

Birthlight strongly supports the personal input and choices made by teachers in setting up their business and presenting their classes. However, we retain the right to refuse a link or reference to a website and/or (trainee) teacher if actions and words are found contrary to the birthlight values, particularly in relation to the Charity Commission's codes, and also if the business rules and actions contravene standard business codes.

## **2. Use of Birthlight registered trademarks**

It is very important that the Birthlight registered trade marks be used in a way which sends a positive, professional message to the public, and which as a result maintains our good reputation.

The following rules should be followed whenever the Birthlight registered trade marks are used.

- Only the official Birthlight logo and font (as seen below) should be used
- The Font (or typeface) that is used for the word Birthlight should be Arial, which is downloadable as a True Type font from the members' pages on the Birthlight website ([www.Birthlight.com](http://www.Birthlight.com)) and the word should be written in lower case.

You can suffix the name with <sup>TM</sup>, as follows:

birthlight<sup>TM</sup>

You should only use the logo in the format (including but not limited to the colours) in which it is downloaded from the Birthlight website or in which it is provided to you on disk. You must not attempt to draw the logo yourself. However, you may reproduce the logo in black and white (greyscale) where to reproduce it in colour would be inappropriate (for example, in photocopied documents).

Digital files of the logo are also available to download from the Website members' pages. If you need a higher resolution version please contact us.

Here we set out the basic rules, which should be followed whenever the Birthlight trademarks are used:

- Where you wish to reproduce the name 'birthlight' in the official font, you must use it as presented on the birthlight official documents and website.
- When you wish to refer to course programmes or other products or services offered or accredited by Birthlight, you must use the appropriate registered trademarks if this is applicable to your teaching area. You may use the same font as the font you use elsewhere in the reference. However, the suffix <sup>TM</sup> can still be used. For example: Birthlight<sup>TM</sup> Aquanatal Yoga.
- You are encouraged to make use of the Birthlight icons for each teaching area as they figure on the Birthlight website.
- If you merely wish to reference Birthlight as a charitable organisation (for example, when talking about the history of the charity), rather than using the word to describe a service offered by Birthlight, trademarks are not necessary.

## **3. Linking to the birthlight website**

You may use a link to the website [www.birthlight.com](http://www.birthlight.com). Links bearing this name and logo may not be extended to any other website, unless you obtain written permission from birthlight.

#### **4. Dealing with the media**

If a member of birthlight is invited to appear in or contribute to any news media (e.g. a TV interview, or a newspaper article) they must inform the birthlight office and if possible send a copy of the article or clip to be archived in the birthlight media pack stored on the birthlight website. Birthlight respects the involvement of members with the media but reserves the right to confirm or deny statements, which may or may not represent birthlight accurately.

Members are encouraged to give birthlight a summary of the purpose of the appearance, and what they intend to say (if this is known in advance of the appearance). We may ask the member to do and say (or not do and say) certain things in order to protect birthlight and its reputation; if members do not agree to the requests made, they may seek arbitration from a birthlight Director or a Trustee. Media appearances that contravene the guidelines of the Charity Commission must be declined outright.

#### **Birthlight Insurance Schemes**

It is a legal requirement for all practising members to be covered by an insurance scheme.  
If you already have insurance, we will ask proof of this every year.

If you do not have cover yet, or wish to change your policy, or wish to add a category to your policy, you may use the preferential scheme that Birthlight has with DSC Insurance (DSC-Strand Limited) or with BGI insurance.

The cost of insurance cover depends on which insurance modules you opt for. If you insure more than two modules, the scheme can be very cost effective. If you are a Baby Yoga certified teacher, the BGI scheme allows you to teach careful inversions with babies.

If you attend a core training course in any of the Birthlight areas of teaching (Perinatal Yoga, Birthling Lightly, Baby Yoga, Infant Aquatics, Aquanatal Yoga and Well Woman Yoga), you will receive a DSC trainee insurance valid for one year either with the DSC or BGI schemes. Trainee cover is not renewable.

#### **Guide to the Birthlight Web Resources**

We encourage all our members to make full use of the facilities that the Birthlight website and Forum have to offer. The website provides lots of useful information whilst training and a valuable means of advertising when qualified. The Forum provides access to the wealth of knowledge and expertise that exists in the Birthlight teaching community.

We do recognise that not all teachers have access to email and we will endeavour to communicate with them by phone and post.

**Birthlight Main Website** [www.birthlight.com](http://www.birthlight.com)

The main site holds information on the Birthlight teaching areas, Birthlight Teaching details and schedule, Birthlight News and Media articles, Birthlight Products



**Members Area**

Go to : <https://birthlight.com/my-account> and then click on "MyMembership" link.  
The Birthlight Members area is only accessible to users with a valid Birthlight membership (renewable annually).

Within the area you will find resources such as Birthlight files for you to use on completing your coursework, for your advertising, details of the insurance, example medical questionnaires, disclaimer forms etc. There is also research articles, video clips and details of discounts available to Birthlight Members.

Just click the link button on the screen to initiate the download process – on some computers, clicking with your right mouse button may give you more options.

The pages are being updated all the time, so please get into the habit of checking the Website regularly. You could even make it the home page of your browser!

We are also expanding this area to include teaching video clips and access to more research.

### **Accessing the Members Area**

To access your account go to : <https://birthlight.com/my-account>

### **Birthlight Discussion Forum on the Internet**

The Birthlight Forum was a community site where you can interact with other Birthlight tutors, teachers and trainees. It resides at ([www.Birthlightforum.co.uk](http://www.Birthlightforum.co.uk)) . The forum was much more active in the early years of Birthlight before Facebook but now much of the interaction has moved to Facebook yet archives of a wealth of good information and discussion still remain there and is searchable.

### **Help with the Birthlight Website and Forum**

If you have access to email then you will find this to be the most efficient way of communicating with us (see 'Contacting Birthlight' elsewhere in this manual)

If you have any problems at all with the website, discussion forum or members' pages please email [support@birthlight.com](mailto:support@birthlight.com).

If you do not have access to email please send a note to Birthlight (PO Box 148, Cambridge CB4 2GB) or try contacting Support via Skype on the Skype id: jsfry1 . We will try and help you as quickly as possible. See below for more info on Skype Telephony Software (free).

### **Contacting Birthlight**

Email is the most efficient way of communicating with us.

#### **Email Contacts:**

**Office and General Enquiries:**  
[enquiries@birthlight.com](mailto:enquiries@birthlight.com)

**Internet Support, Website and Discussion Forum:**  
[support@birthlight.com](mailto:support@birthlight.com)  
Skype id: jsfry1

**Phone and Fax:** The Birthlight Office

Telephone: +44 (0)1223 362288 Fax: +44 (0)1223 362501  
(Please note: the office is not always manned but messages are collected at least daily)

**Postal Address:** (please send all mail to this address)  
Birthlight, PO Box 148, Cambridge, CB4 2GB

Birthlight is a Registered Charity: No. 1088207

**Birthlight Teaching Limited** is a company limited by guarantee

Registered No. 04026959

Registered Office: (please do **NOT** send mail here, send it to the Birthlight Postal Address above)

c/o Nigel Spence & Co Chartered Accountants, Tan House, 15 South End, Bassingbourn, Cambridgeshire SG8 5NJ

## **Payments to Birthlight**

### **Please note our new banking details and payment methods**

- Please pay by cheque in UK £, payable to Birthlight.
- Birthlight does not have facilities to accept credit cards, unless in conjunction with Paypal (see below)
- Paypal: log-on to [www.paypal.co.uk](http://www.paypal.co.uk) and use the 'Send Money' facility. The payment email address is [trust@birthlight.com](mailto:trust@birthlight.com). Please include your name and address in the Message section so that we can link the payment. You can find out more about sending money via Paypal on their website [www.paypal-marketing.co.uk/sendmoney](http://www.paypal-marketing.co.uk/sendmoney)
- Bank transfers  
Please contact us at [admin@birthlight.com](mailto:admin@birthlight.com)

We are currently implementing the facility to pay your annual membership through a course organiser in foreign countries. This allows you to avoid any currency loss or transaction fees to the UK.

We are looking into possibilities for Republic of Ireland, Switzerland, Hungary, Portugal, Taiwan, US.